

I. COURSE DESCRIPTION:

This course is a hands-on class that introduces students to the present methods being used for promotional purposes within the context of parks and outdoor recreation. Students will prepare hands on projects that would be suitable for print promotion and distribution over the internet. Students will prepare a complete promotional package including brochures and a web site design. The course will introduce students to the most advanced software currently being used in the graphics industry

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Recognize and express the qualities necessary to promote a business with the parks and outdoor recreation market.**Potential Elements of the Performance:**

- Development of an advertising rationale
- Development of an effective visual identity package
- Development of an effective advertising package

2. Understand the commercial methods available for advertising and promotion.**Potential Elements of the Performance:**

- A thorough understanding of the commercial processes currently used with the advertising industry
- An understanding of posting web sites to the internet – both the physical production of sites and their effective distribution
- An understanding of mailing lists and their compilation
- An understanding of all players involved in the advertising process and the final costs that will be incurred

3. Understand Video and Graphic File Formats**Potential Elements of the Performance:**

- A solid understanding of multimedia formats for presentations and brochures

4. Produce Advertising Brochures and Flyers**Potential Elements of the Performance:**

- Develop finished promotions with the use of current software

5. Web based promotion**Potential Elements of the Performance:**

- Develop an effective web site for promotion of an outdoor business

III. TOPICS:

1. Research various advertising concepts
2. Advertising Methods and Costs
3. Understand Multimedia File Formats
4. Use Graphic Software to produce Brochures and Flyers
5. Design and Create a Promotional Website
6. Design and Create Promotional CD Distribution

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

No textbooks required

Students will be given necessary reference materials on a per project basis

V. EVALUATION PROCESS/GRADING SYSTEM:

The mark for this course will be arrived at as follows:

Lab Assignments	40%
Final Projects (3) @ 20	60%
Total	100%

At least 80% attendance required in the labs and lectures.

- Students must complete and pass both the test, assignment and project portion of the course in order to pass the entire course.
- All Assignments must be completed satisfactorily to complete the course.
- Late assignments will not be accepted.
- Makeup Tests are at the discretion of the instructor and will be assigned a maximum grade of 60%.

The following semester grades will be assigned to students:

Grade	Definition	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

UPGRADING OF INCOMPLETES:

When a student's course work is incomplete or final grade is below 50% There is the possibility of upgrading to a pass when the student meets all of the following criteria:

- 1 The student 's attendance has been satisfactory.
- 2 An overall average of at least 40% has been achieved by semester's end on tests and practical assignments.
- 3 The student has made reasonable efforts to participate in class and maintain the recommended schedule for assigned activities.

The nature of the upgrading requirements will be determined by the instructor and may involve re-testing and/or additional lab assignments.

ATTENDANCE:

Absenteeism will affect the student's ability to succeed in the course. Absences due to medical or other unavoidable circumstances should be discussed with the instructor. The instructor reserves the right to deduct 1% of the final mark for each class missed up to a maximum of 10%. Poor attendance will also affect the upgrading process if a student receives a mark below 50%.

VI. SPECIAL NOTES:Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of "academic dishonesty" in *Student Rights and Responsibilities*. Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.